

Hi Teachers!

My students LOVE this activity! I can't just jump into concepts and curriculum the first week of school as students are still being added and moved around!



After giving my intro Power Point Presentation on "meet your teacher", I tell them, "now I want to know YOUR business"

I give some verbal examples of brands....I mention some products that they may like....I also make sure I clear up for them the difference between product and business (or company) and I tell them to choose one of the pennants to complete and color. I ask them to use at least 4 colors that identify THEM when completing....and ask them to shade, add doodles, and personality...again representing them!

As students complete these, I travel around the room and listen to their banter about products that their family loves and even hate. (I am a listener! They teach ME so much when I listen!)

I use these businesses, brands, and products as examples throughout the year in stories that I tell and examples that I give during my discussions and lectures. Making their learning relevant to them to KEY!

I KNOW MY SCHOOL.... And I know the families in my district. Some are economically disadvantaged. Therefore, I may direct them to think of businesses and brands that they admire or dream of....instead of have to shop at....I hope that makes sense. ☺

Of course I hang these! I laminate two back to back.....they are then zip zagged hanging high along my ceiling so that both sides can be seen (I have a lot of students so this helps with space) You do you! ☺

Enjoy!....and be sure to visit my Facebook Page "Denise Leigh 21st Century Classroom" and Instagram @buisnessteachdenise. I offer many more resources and great business education classroom tips and tricks to get your students engaged!

Very Truly Yours

Denise Leigh

A great big thank you to



...for the use of her
awesome clip art to
create this resource!
Be sure to visit her store!

Business Story

Logo of my Favorite Brand

Three FUN FACTS about that brand...

1.

2.

3.

Name of my favorite fast food company or restaurant chain...

My favorite thing to order there...

The company that makes this brand is...

If I were given \$100 to spend at any store, I would spend it at...

Product Story

Something that I have
that I LOVE is....



The company who
makes this is...

Three
interesting things about
this company is...

1.

2.

3.

I wish that this company
would consider improving this .
product by...

The CEO or founder
of this company is...

An interesting thing that I found about them is...



Brand Story

I love this type of Restaurant...

Pizzeria, Chinese takeout, Mexican fast food etc.

*The type of store in which
I like to shop is...*

Three
things that I like to
purchase when given a
chance is...

1.

2.

3.

**If I were to create a brand or product
I would create...**

Would you create an app? If so for what? A car? If so describe.

*I don't mind spending money
on this type of entertainment...*

A brand that I am loyal to is....

Select a shoe, jean, shampoo, or any brand in which you are loyal